

Air Conditioning | Heating | Refrigeration

the NEWS

INTEGRATED MARKETING SOLUTIONS FOR THE **HVACR INDUSTRY**



MEDIA
PLANNING GUIDE

▶ **09**

WWW.ACHRNEWS.COM



- ▶ PRINT MEDIA
- ▶ ONLINE ADVERTISING
- ▶ ENEWSLETTER
- ▶ VIDEOS
- ▶ BLOGS
- ▶ WEBINARS
- ▶ CUSTOM PUBLISHING
- ▶ AND MORE

THE NEWS IS THE HVACR INDUSTRY'S #1 INTEGRATED MARKETING RESOURCE



▶ **INDUSTRY'S ONLY PAID CIRCULATION PUBLICATION**

Serving contractors and wholesalers since 1926.

▶ **LARGEST AND MOST PRODUCTIVE EDITORIAL STAFF**

Publishing close to 400 staff-written articles last year.

▶ **BEST-READ AND MOST-PREFERRED BY HVACR CONTRACTORS**

According to a third-party research company.

▶ **CELEBRATING 75 YEARS WITH THE NEWS' HVACR DIRECTORY**

Special opportunities available in print and online at www.achrnews.com.

▶ **MOST VISITED WEBSITE - ACHRNEWS.COM**

Receiving over 130,000 visits every month.

▶ **EXCLUSIVE "NEW MEDIA" OPPORTUNITIES**

Including video, blogs, rich media, webinars and more.

▶ **CUSTOM PUBLISHING AND RESEARCH OPPORTUNITIES**

Helping you position your company in the market.

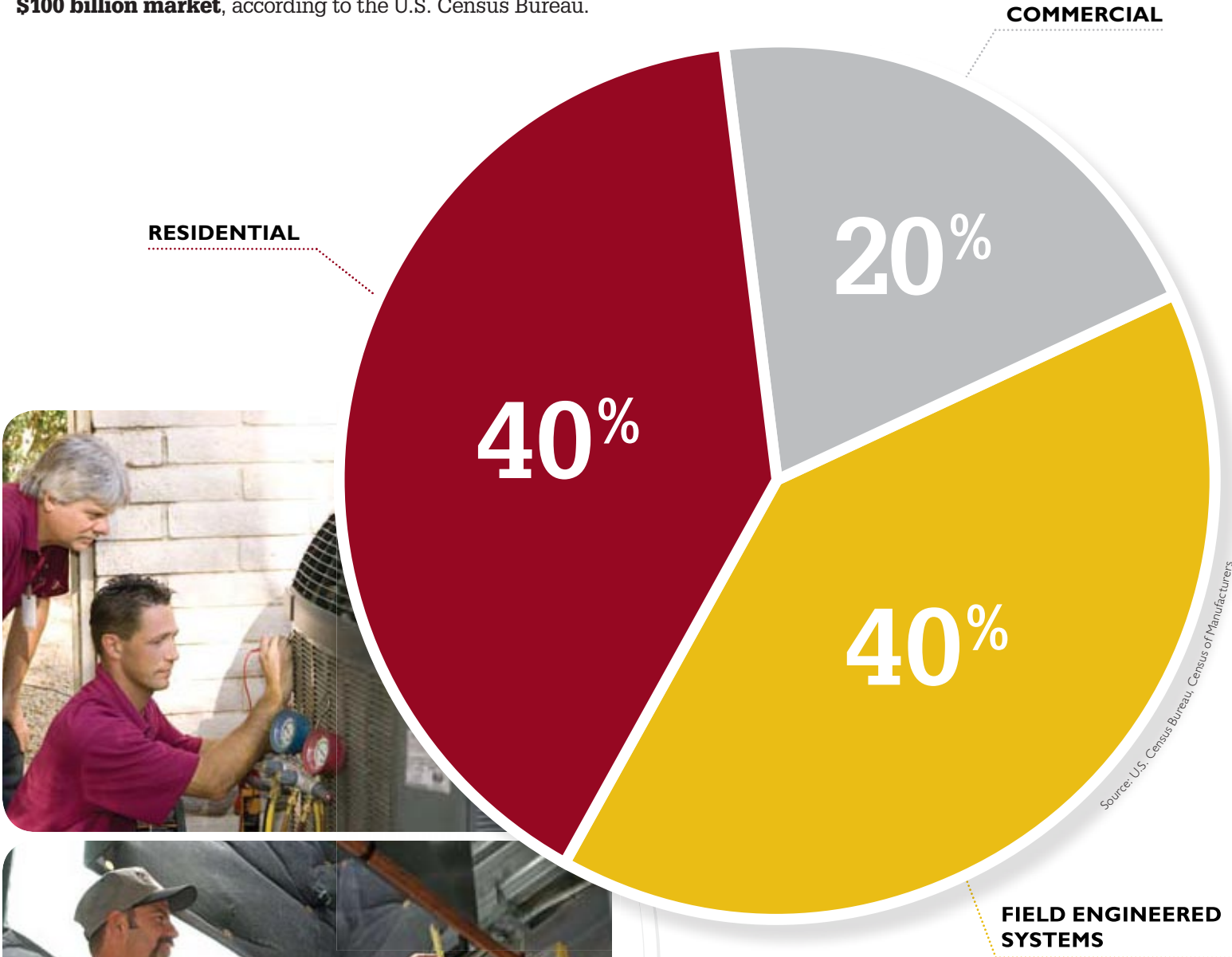
▶ **#1 IN HVACR AD PAGES ACCORDING TO BtoB MAGAZINE**

The NEWS ranks #60 on this "Top 100" trade magazine list.

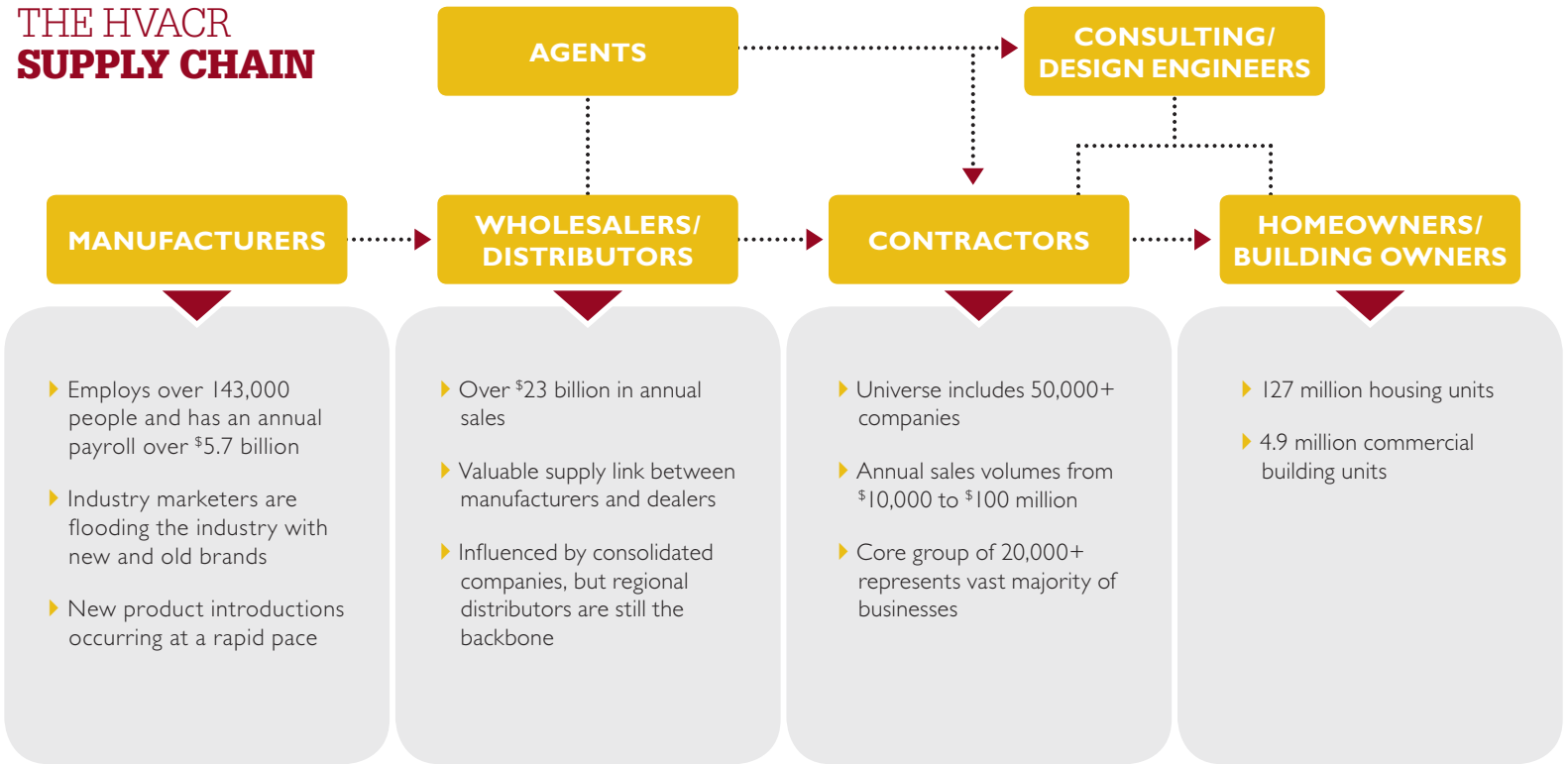
The best-read, most-preferred and utilized integrated communications link to the HVACR buyer that facilitates the sales process every week in print and 24/7 on the web.

Let *The NEWS* Help you Reach and Influence the **\$100 BILLION HVACR MARKET**

The residential market has experienced consistent growth since 2000, based on a strong housing market. The commercial market has rebounded since the economic slowdown in 2001. This all adds up to a tremendous marketing opportunity in a **\$100 billion market**, according to the U.S. Census Bureau.

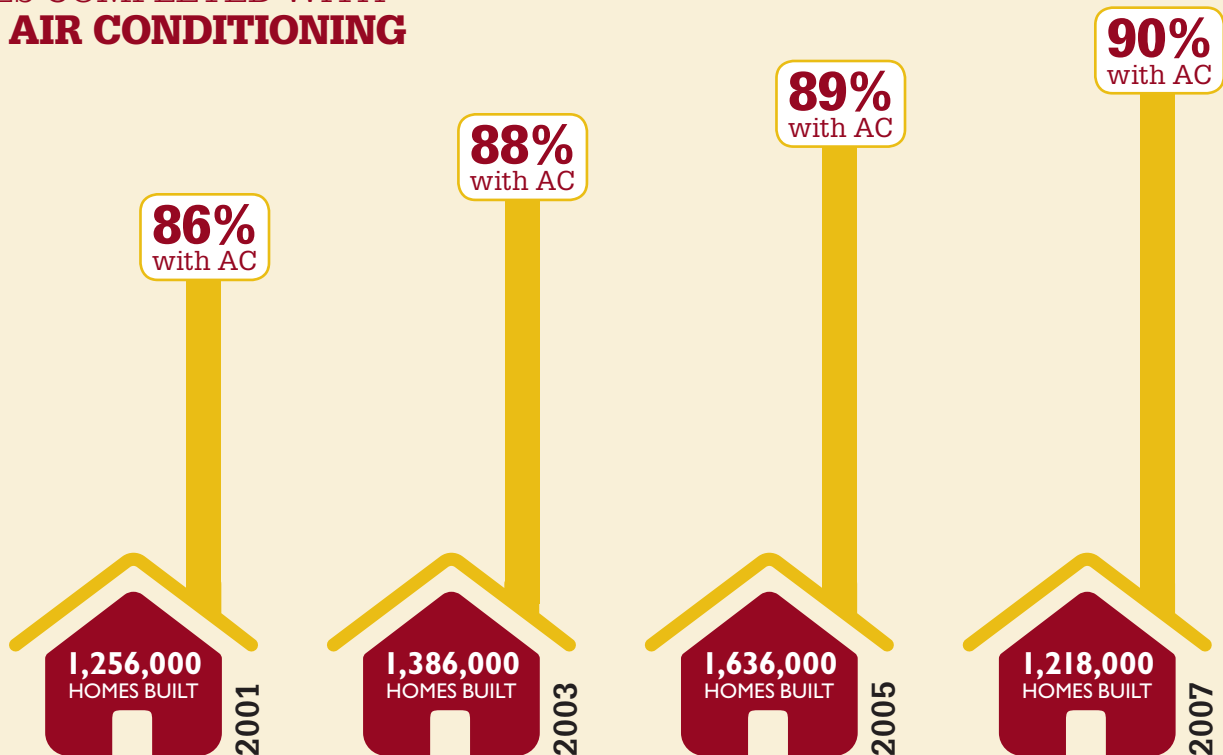


THE HVACR SUPPLY CHAIN



Source: U.S. Census Bureau, Dun & Bradstreet, and the Commercial Buildings Energy Consumption Survey

NEW HOMES COMPLETED WITH CENTRAL AIR CONDITIONING

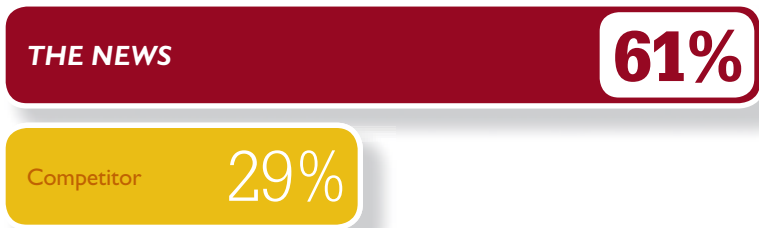


Source: U.S. Census Bureau, Characteristics of New Housing, 2007

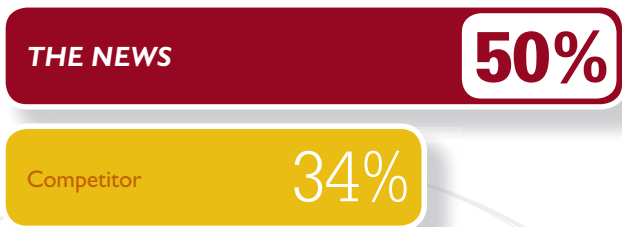
The Industry's #1 CHOICE

A third-party research company (Readex Research) conducted a direct mail preference survey from a national HVACR contractors mailing list provided by Dun & Bradstreet. The result established *The NEWS* as the **clear leader** to reach and influence the contractor market.

MOST PREFERRED PUBLICATION



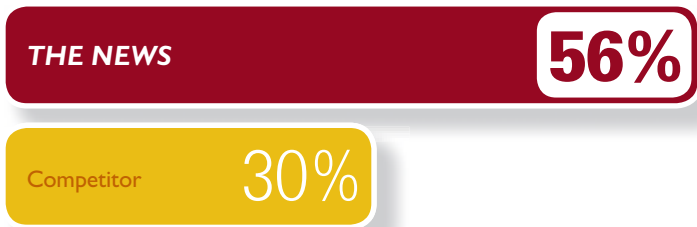
HIGHEST QUALITY EDITORIAL



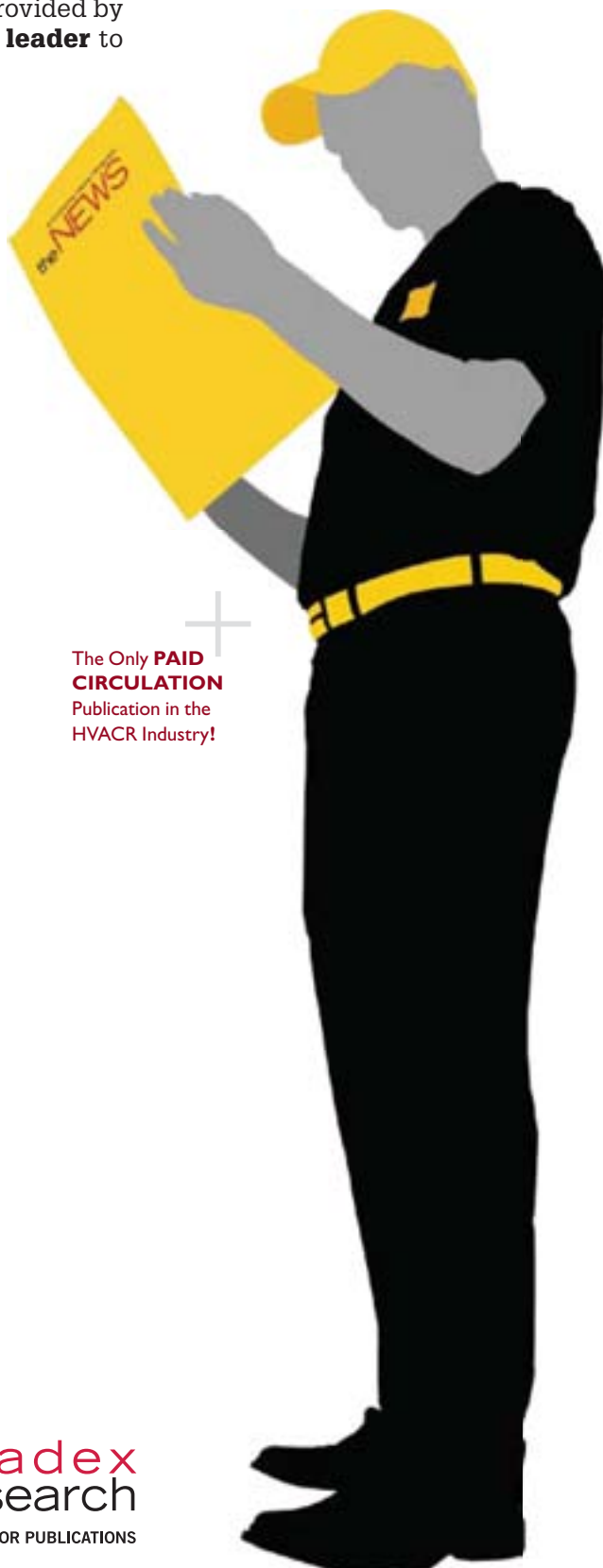
MOST RECEIVED



SPEND MOST TIME READING



Source: 2007 Readex Research Publication Preference Study



+

The Only **PAID CIRCULATION** Publication in the HVACR Industry!

REACHING 112,787 INDUSTRY PROFESSIONALS EVERY WEEK

According to an Audit Bureau of Circulation's (ABC) study of *The NEWS* circulation and pass-along readership...112,787 industry professionals see *The NEWS* every week.



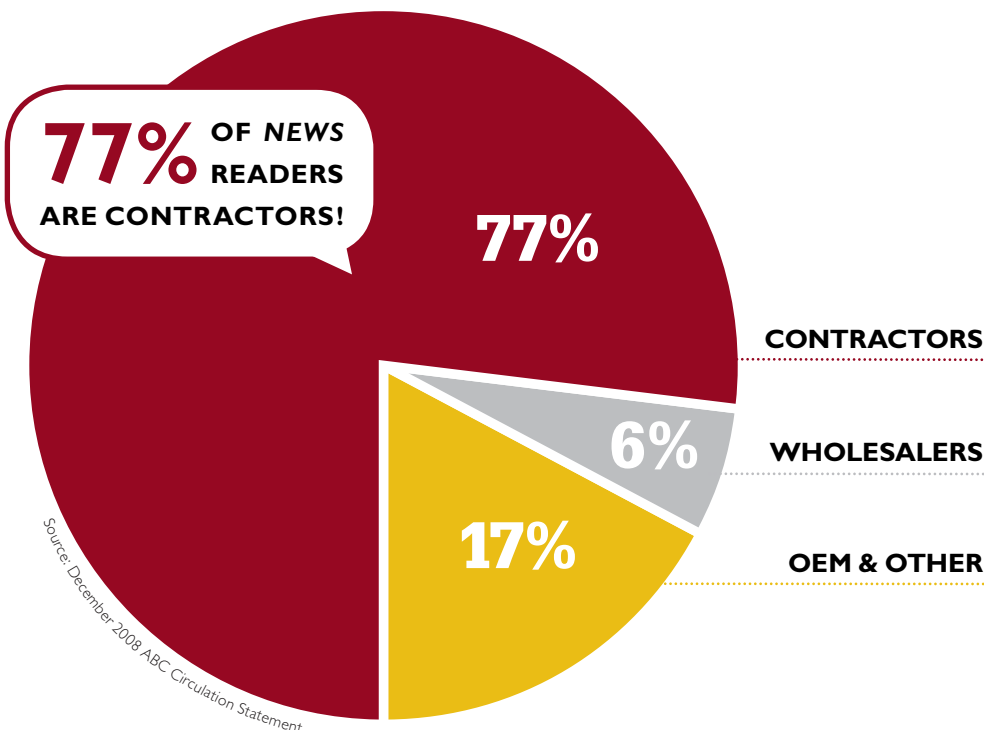
112,787 COMBINED TOTAL REACH

Source: ABC Pass-Along Study for Nov. 27, 2006 issue

PAID CIRCULATION EQUALS INVESTED READERS

The NEWS is the only paid-circulation publication in the HVACR industry. Readers are willing to pay for the valuable news and information every week making it an outstanding communication vehicle. With a total circulation of over 33,000*, *The NEWS* is your connection to qualified decision makers who make purchasing decisions.

*Source: December 2008 ABC Circulation Statement



▶ READER FACTS

DECISION MAKERS WITH BUYING POWER!

The NEWS contractor readers encompass a unique mix of top decision-makers responsible for making today's purchasing decisions.

- ▶ 97% of subscribers have purchasing influence.[^]
- ▶ 79% of readers are owners or executives.[^]
- ▶ \$1.2 million in annual business.*
- ▶ 6 trucks operated per company.*
- ▶ 8 employees per company.*
- ▶ 30 years of experience.*

[^] Source: 2008 Reader Profile Study — Contractor Segment

* Source: 2008 Reader Profile Study — Contractor Segment (Median Numbers)





Editorial Excellence With UNSURPASSED COVERAGE

The NEWS' editorial team has **8 full-time editors** who bring decades of combined experience to the industry. Go to an industry event, an association meeting, even a distributor open house, and you'll probably see an editor from *The NEWS*.



MIKE MURPHY
Editor-In-Chief



KYLE GARGARO
Managing Editor



GREG MAZURKIEWICZ
Web Editor



BARBARA CHECKET-HANKS
Service & Maintenance Editor



PETER POWELL
Refrigeration Editor



JOANNA TURPIN
Contributing Editor



ANGELA HARRIS
News & Legislation Editor



CHERIE R. PREVILE
Associate Editor

AWARD WINNING EDITORIAL

The NEWS is trusted by your customers because our editorial quality is second to none. Our expert editorial staff has amassed a total of 40 journalistic awards among them. This includes a 2007 ASBPE National Silver Award for a feature article and a 2008 Regional Bronze Award for an editorial letter from our Senior Editor, Mark Skaer.



EDITORIAL LEADERSHIP

The NEWS publishes more editorial pages than any other publication in the HVACR industry. In a one-year time period, *The NEWS* published nearly seven times more staff-written articles than our nearest competition.

- THE NEWS
- Competitor

TOTAL NUMBER OF FEATURE ARTICLES



THE NEWS

4X AS MANY! ▶

625

151

TOTAL NUMBER OF STAFF WRITTEN ARTICLES



THE NEWS

7X AS MANY! ▶

395

53

Source: Publisher's Own Data, June 2007-May 2008



KEY ISSUES EVERY YEAR

Each week, the editors of *The NEWS* focus on a product category or a topic of interest to the industry. Here are some key annual issues with high reader interest.

- ▶ AHR Expo Show Issues
- ▶ ACCA Convention Issue
- ▶ Cooling Product Showcases
- ▶ Heating Product Showcases
- ▶ Dealer Design Awards Issue
- ▶ HVACR Directory & Source Guide
- ▶ High-End HVAC Systems
- ▶ School Market



DEALER DESIGN AWARDS

Every year, *The NEWS* and a volunteer team of contractor judges recognize industry suppliers that develop products and systems that assist dealers with installation, maintenance and repair. It's a must read issue for subscribers and advertisers!



AWARD CATEGORIES

- ▶ HVAC Residential Equipment
- ▶ HVAC High Efficiency Residential Equipment
- ▶ HVAC Light Commercial Equipment
- ▶ HVAC Commercial Equipment
- ▶ Refrigeration & Ice Machines
- ▶ Indoor Air Quality
- ▶ Ventilation Products
- ▶ Components & Accessories
- ▶ Residential Controls
- ▶ Commercial Controls
- ▶ Testing & Monitoring Products
- ▶ Contractor Services & Software
- ▶ Tools

▶ MAGAZINE FACTS

PRINT MARKET IS STILL STRONG

- ▶ 64% of business decision makers read 3 or more magazines per month.
Source: Forrester Research, 2007
- ▶ 85% of executives act on what they read in btob magazines.
Source: ABM, Case for Magazines
- ▶ 44% of business decision makers spend 3 hours or more reading magazines per week.
Source: Forrester Research, 2007

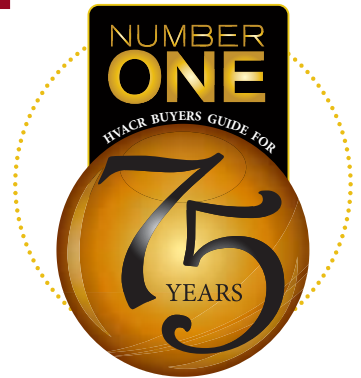


To view or download any of these market research reports, please visit
www.achrnews.com/mediakit



The HVACR DIRECTORY & SOURCE GUIDE

The **#1 product & source directory** in the industry with over 1,800 manufacturer listings and 1,700 product listings and an excellent place for repeated exposure!



TARGETED, POWERFUL BUYERS

Reach thousands of professionals who use the Directory throughout the year – contractors, wholesalers, technicians, and other marketing professionals.

PRINT & ONLINE VERSIONS

Your free listing will appear in print and online! Complement your listing with a display ad or upgrade your listing to either our Premium or Premium Plus Packages for maximum exposure.

LONG-LASTING VALUE & EXPOSURE

Economical listing packages deliver big value — your message reaches every buyer who searches in your category for an entire year.

PREMIUM AND PREMIUM PLUS LISTING PACKAGES FOR MAXIMUM EXPOSURE

One low package price for exposure in print and online. Includes top positioning online, 4-color logos, catalog or ad included online, 3 product photos online, live Web and email links, request for proposal program, and your choice of either 3 product-specific banner ads or a video.



- 1 4-color logo in print and online
- 2 Live Web and e-mail links
- 3 Catalog or ad included online
- 4 2 product photos online

DIRECTORY FACTS

2009 DIRECTORY

ISSUE DATE: ▶ **JANUARY 5, 2009**

AD DEADLINE: ▶ **OCTOBER 15, 2008**

2010 DIRECTORY

ISSUE DATE: ▶ **JANUARY 4, 2010**

AD DEADLINE: ▶ **OCTOBER 15, 2009**

#1 BUYERS GUIDE WITH PROVEN RESULTS

- ▶ 65% of *NEWS* subscribers visited a company's Website after viewing the company's ad in the Directory.
- ▶ 53% of Directory users have purchased products as a result of seeing an ad.
- ▶ 62% of *NEWS* subscribers keep their Directory for more than one year.

Source: 2008 Directory Usage Study

CLASSIFIED ADVERTISING ▶

If your ad budget is limited and you want to gain exposure for your product on a repetitive basis, then the display classified pages of *The NEWS* are right for you. *The NEWS* offers a variety of classified sections to choose from including positions available, computers and software, equipment for sale/rent, and much more.

Contact Mike O'Connor at 610.354.9552 or ooconnorm@bnpmedia.com for more information.



▶ LIT FOCUS

This four-color catalog stitched into the June 22 issue of *The NEWS* features reproductions of advertisers' literature, product descriptions, and contact information. Include your product/literature photo and copy and reach the entire circulation of *The NEWS*.

Contact Mary Wray at 248.244.6488 or wraym@bnpmedia.com for more information.

EDITORIAL REPRINTS ▶

Use articles from *The NEWS* to complement your sales, promotion, or education programs. If your company has been featured in a recent article, don't miss the opportunity to put a reprint to work for you. Reprints are available in quantities of 500 or more and can be ordered in color or black & white.

Contact Jill DeVries today at 248.244.1726 or devriesj@bnpmedia.com for more information.



DIRECT MAIL LISTS

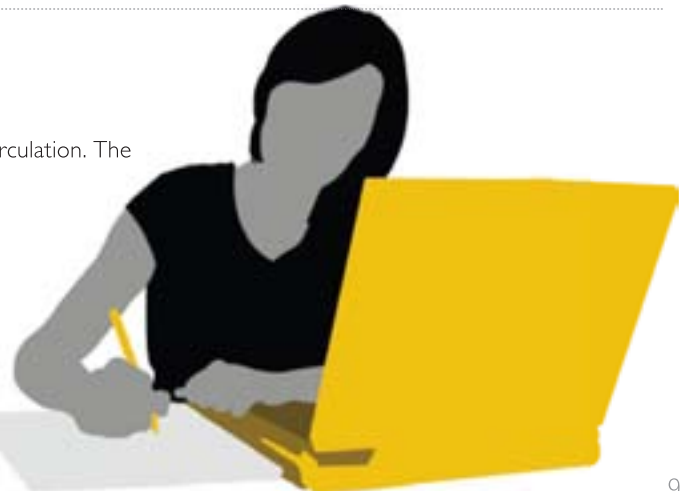
Reinforce your advertising program, introduce new products, test new markets, or announce special offers with *The NEWS*' exclusive subscriber list. Reach decision-makers from all branches of the refrigeration, air conditioning, and heating industry – including manufacturers, distributors, contractor/dealers, wholesalers and more.

Contact Shawn Kingston at 800.409.4443 or shawn.kingston@epostdirect.com for more information.

SPECIAL INSERTS

Place your product spec sheet, brochure, or catalog into *The NEWS* and reach our entire circulation. The cost is less than postage and a great way to receive additional exposure.

Contact Mary Wray at 248.244.6488 or wraym@bnpmedia.com for more information.



SPECIAL ISSUES & SUPPLEMENTS

BEST OF THE NEWS

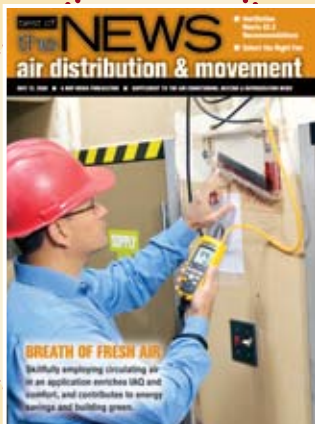
A special supplement published twice a year containing a collection of articles all on one particular product category or market. Taken from past issues of *The NEWS*, these feature stories and technical articles are helpful to contractors and used as “reference guides” — referred to over and over again. Past supplements have included: Indoor Air Quality, Instruments & Controls, Tools & Testing Equipment, School Market, Air Distribution & more.

REFRIGERANT REPORTS • COUNTDOWN TO 2010

This targeted editorial series of six inserts gives contractors all the pertinent information they need to prepare for and profit from the Federal mandates for new refrigerants that go into effect January of 2010. This is a perfect editorial environment for marketers to showcase new products, and new refrigerants that will flood the market next year. Specially discounted ad rates make this a cost effective marketing tool.

CUSTOM PUBLISHING

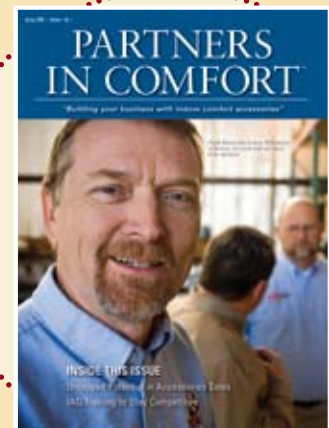
BNP Custom Media, combining the power of *The NEWS*' readership with its expert editorial and design, can create and deliver custom solutions using rich content and innovative media to engage your target market and produce results. Each project is turnkey, measurable, and mapped to your marketing goals and budget. Whether it's a magazine or a Web site, an advertorial or e-newsletter, let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Steve Beyer for more information at 630.699.7625 or beyers@bnpmedia.com.



BEST OF THE NEWS



NATE ADVANTAGE MAGAZINE



APRILAIRE BROCHURE

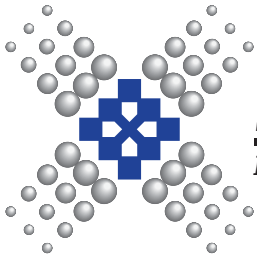
CUSTOM MARKET RESEARCH

Clear Seas Research is a division of BNP Media, a multi-media company and publisher of *The NEWS*. Industry knowledge and research expertise allows Clear Seas Research to deliver superior market intelligence – resulting from sound, strategic practices. Services range from customized quantitative mail/online surveys to focus groups and in-person interviews. Clear Seas Research specializes in benchmarking, brand awareness, positioning, and syndicated b2b research on market trends, product usage, and brand preferences.

- ▶ Searching for ways to better position your company in the market?
- ▶ Seeking new ideas on how to improve your product acceptance?
- ▶ Venturing into new markets and not sure which path to take?

For more information, please contact:
Beth Surowiec, Executive Director, Mechanical Systems Division
Phone: 248.786.1619, Email: surowiecb@clearseasresearch.com
www.clearseasresearch.com


Clear Seas
RESEARCH
Captive Audience • Industry Knowledge • Clear Insight



HVAC- MECHANICAL Xchangesm

Presented by The NEWS + Plumbing & Mechanical

A STRATEGIC SALES & MARKETING EVENT

HVAC-Mechanical Xchange is a revolutionary strategic sales event developed to connect leading suppliers of HVAC solutions with senior executives at mechanical contracting companies who install, service, and maintain mechanical systems. Only executives with the highest strategic responsibility for their organizations will be present. No "happenstance" meetings, no meetings with the wrong person, no need for generic preparation. Rather, three days of concise, efficient meetings with key executives from leading commercial mechanical contracting firms.

Nowhere else will you find:

- ▶ A series of 40-minute sales meetings with senior-level executives who have contractual authority at companies with current needs and initiatives that match the products and/or services your company offers.
- ▶ Detailed outlines of each Mechanical Contractors' specific initiatives, created through a series of extensive interviews conducted by our editorial team.
- ▶ An event that allows you to create specific agendas with executives at these contracting firms FOUR weeks prior to your face-to-face meetings.

Be a part of this unique sales event. Contact Mike Murphy for more information.

Mike Murphy, Editor-in-Chief, Manager of Conferences
Phone: 248.244.6446, Email: mikemurphy@achrnews.com
www.hvacxchange.com

SEPTEMBER 27–30, 2009



2008 HVAC-MECHANICAL XCHANGE

▶ XCHANGE FACTS

REACHING AND INFLUENCING LEADERS IN THE COMMERCIAL HVAC MARKET

- ▶ 95% of contractor attendees are owners, CEOs or principals of their firms.
- ▶ Average annual sales of \$150,000,000.
- ▶ Virtually all attendees rank the importance of "personal" relationships with top supplier executives as very high.
- ▶ 320 private one-on-one meetings conducted at the 2007 event.

Source: 2008 Reader Profile Study — Contractor Segment (Median Numbers)

"You could spend 10 times as much money and see 10 times as many people at a trade show and derive a fraction of the value that we saw here."

— KIRK ALLEN, SLOAN VALVE

"Because we can do a pre-meeting and get the introductions out of the way up front, and get the understanding of what to bring to the session, the 40 minutes are priceless."

— BECKY HOELSCHER, EMERSON

The HVACR INDUSTRY'S HOMEPAGE

Refreshed and updated every weekday, **achrnews.com** has **more breaking news and in-depth content than any other online HVACR information source**. Our entire issue is posted online and our editorial archives draw thousands of visitors that can search through more than 25,000 articles.

ONLINE EVERY WEEK

Visitors to www.achrnews.com can read and download their favorite articles from the print edition of *The NEWS* including cover stories, features, FYI and What's New products.

EDITORIAL ARCHIVES

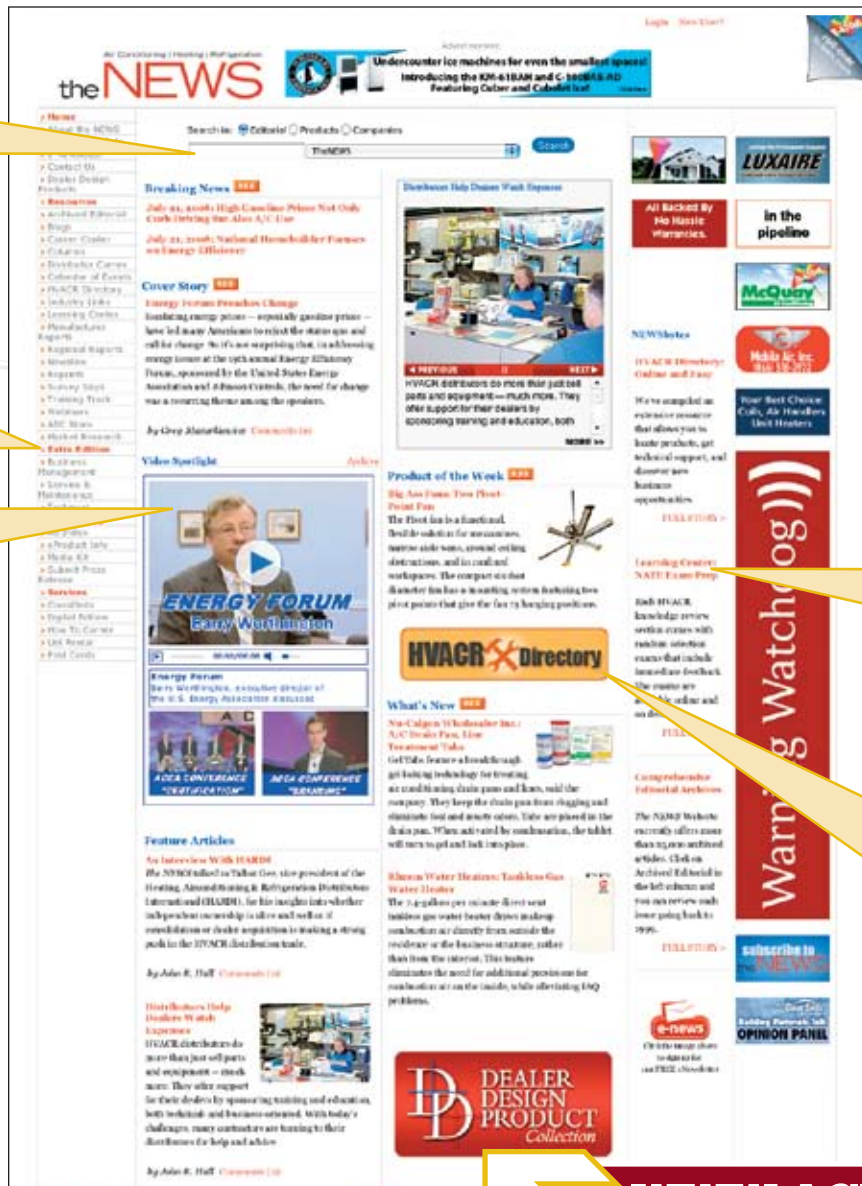
Visitors can search for articles all the way back to 1999. Over 25,000 articles from *The NEWS*.

EXTRA EDITION

Exclusive in-depth service, technical and business management articles. Over 400 to choose from.

VIDEO SPOTLIGHT

Special 2-minute video reports from industry conventions and association meetings. Also, special "video" reporting from the editors of *The NEWS*. New videos every week.



BLOGS

Visitors get up close and personal with *The NEWS* publisher and editors. Online journals with regular entries about key industry topics or events.

PRODUCT GALLERY

Print advertisers can feature their products free for 30 days. We'll include your copy (50 words or less), a product photo, and a link to your Website.

LEARNING CENTER

Convenient and cost-effective online learning for HVACR contractors.

HVACR DIRECTORY

Facilitates searches for products and suppliers. One of the most-visited pages on our Website

WWW.ACHRNEWS.COM

HOMEPAGE - PART TWO



▶ ONLINE FACTS

OUR READERS ARE WEB SAVVY

- ▶ 82% use the Internet for product specs.
- ▶ 9 hours spent online for business each week.
- ▶ 85% visit HVACR manufacturers' Websites.

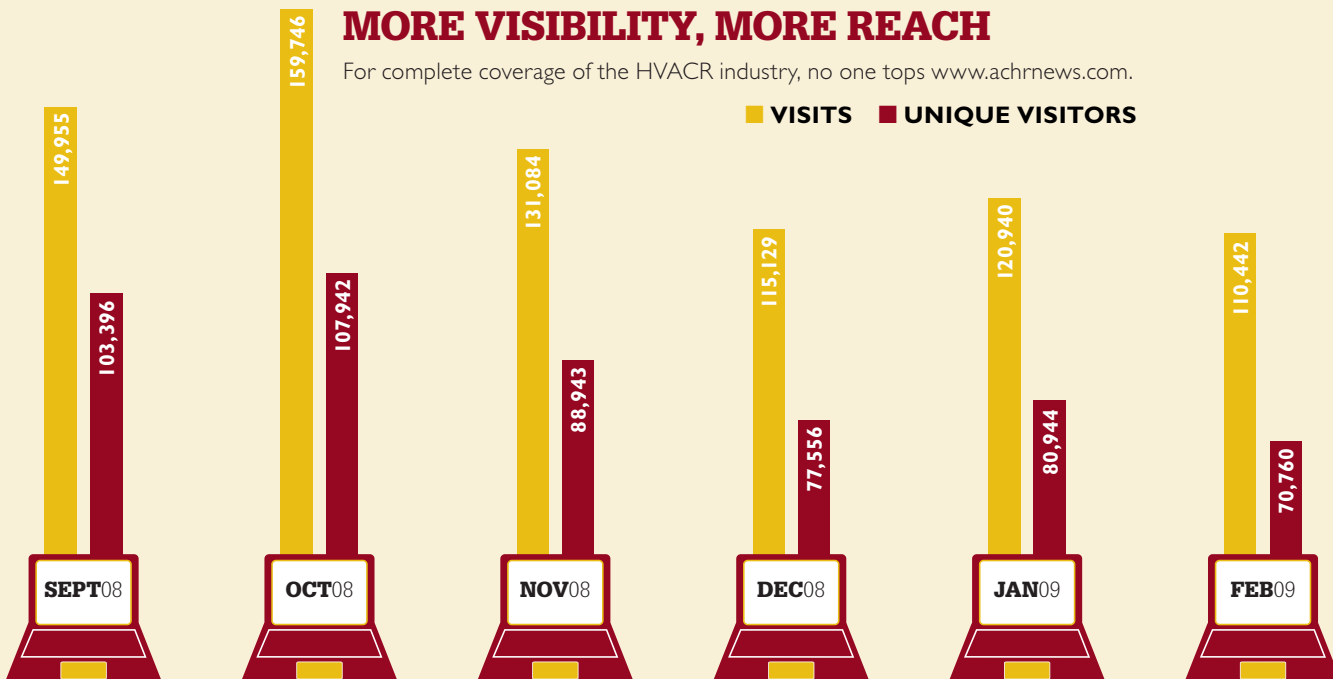
Source: 2007 Internet Usage Study (Mean numbers among contractors who use computer/Internet for business purposes.)



MORE VISIBILITY, MORE REACH

For complete coverage of the HVACR industry, no one tops www.achrnews.com.

■ VISITS ■ UNIQUE VISITORS



Source: September 2008 - February 2009 NetTracker Numbers

The Most Powerful ONLINE REACH

RICH MEDIA
150 x 150 pixels
(Expands to
600 x 600 pixels)

BANNER ADS

Great for exposure of a new product or seasonal information. Banner ads are located on the homepage and internal pages. These ads rotate and can be animated.

SPONSOR BUTTONS

Exclusive sponsorship positions with high visibility throughout our Website. These ads do not rotate and can be animated.

SKYSCRAPER ADS

Dynamic and highly visible vertical ads on our homepage and interior pages. These ads rotate and can be animated.

ADVERTISING VIDEOS

Video ads are one of the most effective ways to advertise online. Promote your company or product with a 90-second video located prominently on our homepage. Video ads are ideal for new product introductions, demonstrations, training videos, or branding campaigns.

RICH MEDIA

Moving ads and ads that involve user interaction located on our homepage.

AD WITHIN A FEATURE

Ads located within current and archived feature articles throughout our Website. These ads rotate and can be animated.

BLOG SPONSORSHIP

An online journal where our editorial staff will feature opinions, questions and comments and a place where readers can comment and respond. Sponsor a blog and reach a devoted audience niche.

The screenshot displays the homepage of 'the NEWS' website. At the top, there is a navigation bar with 'Login' and 'New User?'. A large banner ad is positioned at the top center, labeled 'BANNER AD 468 x 60 pixels'. Below the banner, there are several sections: 'Breaking News' with two articles, 'Cover Story' with an article about energy prices, 'Video Spotlight' featuring a video from the 'ENERGY FORUM' with Barry Werthgen, 'Product of the Week' for a 'Big-Ass Fans Two Pivot-Point Fan', and 'What's New' for 'No-Calgion Wholesaler Inc.: A/C Drain Pan, Line Treatment Tabs'. On the right side, there are several 'BUTTON' ads (120 x 60 pixels) and a 'SKYSCRAPER AD' (120 x 600 pixels). A 'Rich Media' ad (150 x 150 pixels) is also visible in the top right corner.

DOWNLOAD RATES & SPECS

For more detailed information of all online offerings, please visit
www.achrnews.com/mediakit

This screenshot shows an article page on the NEWS website. An advertisement is placed within the article content, labeled 'AD WITHIN A FEATURE 300 x 250 pixels'.

This screenshot shows a blog page on the NEWS website. It features a 'BLOG BANNER 468 x 60 pixels' at the top and a 'BLOG SKY-SCRAPER 120 x 600 pixels' on the right side.

ONLINE HVACR DIRECTORY

Maximize your exposure in *The NEWS'* Online Directory and make sure every visitor searching for information – finds you!

- ▶ **DIRECTORY SPONSORSHIPS** – Tile and banner ads are available on the Directory homepage.
- ▶ **PREMIUM PACKAGE** – Includes 4-color logo, product photos, Web and e-mail links, top positioning, and more!
- ▶ **PREMIUM PLUS** – Includes the Premium Package PLUS request for proposal and choice of a video or 3 product banner ads.
- ▶ **LOGO LISTING** – Add a logo to your online listing and stand out.
- ▶ **HOTLINK** – Drive leads to your Website.



E-NEWSLETTER

Every Monday our e-newsletter is sent to more than 8,000 subscribers who demand the latest industry news and information. Ad options include...

- ▶ **TILE ADS** – Located on the right-hand side of the e-newsletter. These ads do not rotate and can be animated.
- ▶ **BANNER AD** – Located at the top of the e-newsletter. Ad does not rotate and can be animated.
- ▶ **TEXT ADS** – Located within the main body of the e-mail. These text-based ads do not rotate.



CUSTOM WEBINARS

Educate professionals in your industry and generate leads with Webinars. If you have not yet employed Webinars in your advertising efforts, you are missing out on an opportunity to target qualified audiences. Not sure where to start? Let the experts at *The NEWS* help you. Staff experts will take care of all the promotion, registration and Webinar management. You will build brand awareness, become an educational leader and receive the lead database of all registrants. Contact your sales rep today to get started.

▶ ONLINE FACTS

NEW MEDIA IS ALL THE RAGE!

- ▶ 66% of business decision makers say their use of industry-specific Websites will increase over the next two years.
Source: Forrester Research, 2007
- ▶ Online ad spending is expected to reach \$25.8 billion in 2008 (up 23% over 2007).
Source: eMarketer, 2008
- ▶ 68% of business decision makers will use Web based events.
Source: Forrester Research, 2007
- ▶ Video ad spending in 2008 is projected to increase 74% from 2007.
Source: eMarketer, 2008



To view or download any of these market research reports, please visit

www.achrnews.com/mediakit



YEAR AFTER YEAR...INDUSTRY MARKETERS MAKE *THE NEWS* THE**#1 COMMUNICATIONS RESOURCE**▶ **TOP 100 TRADE MAGAZINE ACCORDING TO BtoB**

BtoB magazine ranked *The NEWS* #60 in its annual "Top 100" Trade Magazine list in March 2008. This puts *The NEWS* in the top 1% of all trade magazines published in the United States. The ranking is based on ad revenue and ad pages.

▶ **#1 IN AD SPACE FOR THE HVACR INDUSTRY**

Not only was *The NEWS* recognized as a "Top 100" Trade magazine, it was the only magazine in the HVACR industry to make the "Top 100" list.

▶ **CLEAR CHOICE AMONG UNITARY MANUFACTURERS**

Virtually every unitary air conditioning manufacturer have chosen *The NEWS* to be their major print advertising resource for 2008.

▶ **INTERNET ADVERTISING UP 50% SINCE 2006**

Over 50 industry companies utilize www.achrnews.com to market and promote their products. Ad revenues have grown every year at an average of 20% since 2001.



the NEWS

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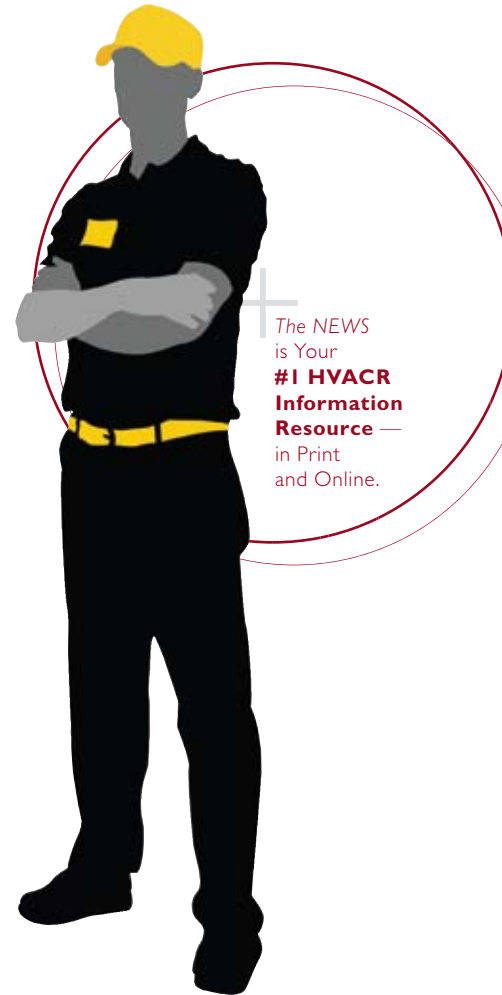
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The NEWS
is Your
**#1 HVACR
Information
Resource** —
in Print
and Online.

WWW.ACHRNEWS.COM

A **bnp** PUBLICATION
media

CORPORATE HEADQUARTERS

BNP MEDIA, 2401 W. Big Beaver Rd.,
Suite 700, Troy MI 48084



OFFICE OF THE CEO

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